

WXIX

**ORDER**Flight Dates **08/14/12-08/24/12**Contract / Revision **808265 /**Original Date / Revision  
08/13/12 08/21/12Advertiser **Mandel, J/US Senate/R**Agency **Strategic Media Placement.**

Buying Contact

**7669 Stagers Loop  
Delaware, OH 43015**

Product

Agency Com 15%

Billing Contact

**7669 Stagers Loop  
Delaware, OH 43015**

Sales Office WXIX

Sales Region Local

Agency Ref

Order Sep 00:00:00

Estimate # **2602**

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL820

Priority P 3

Advertiser Ref

Primary Account Executive  
Amy Goetz

Account Executive	Order%	Start Date	End Date
Amy Goetz	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	25	\$15,257.50	\$17,950.00	0.00	07/30/12	08/24/12	25	\$15,257.50	\$17,950.00
<b>Totals</b>	<b>25</b>	<b>\$15,257.50</b>	<b>\$17,950.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WXIX	08/14/12	08/20/12	News @ 7a News @ 7am	Comm	7a-9a	MTWTF--	:30	2	\$500.00	P 3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W-F--		2				\$500.00		0.00			
		Week: 08/20/12	08/26/12	M-----		1				\$500.00		0.00			
N 2	WXIX	08/14/12	08/20/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-9:00 AM)	MTWTF--	:30	1	\$500.00	P 3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W----		1				\$500.00		0.00			
		Week: 08/20/12	08/26/12	M-----		1				\$500.00		0.00			
N 3	WXIX	08/14/12	08/20/12	FOX News Sunday Fox News Sunday	Comm	8am-11am	-----S	:30	1	\$150.00	P 3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



Contract / Revision **808265** Flight Dates **08/14/12-08/24/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/21/12

Order Sep 00:00:00

Advertiser **Mandel, J/US Senate/R** Product

Estimate # **2602**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXIX	08/14/12	08/20/12	FOX News Sunday Fox News Sunday	Comm	8am-11am	-----S	:30	1	\$150.00	P 3	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1			\$150.00		0.00			
	Week:	08/20/12	08/26/12	-----		0			\$150.00		0.00			
N 4	WXIX	08/14/12	08/20/12	30 Rock 6P 6-630P	Comm	6-630P	MTWTF--	:30	1	\$200.00	P 3	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	---T---		1			\$200.00		0.00			
	Week:	08/20/12	08/26/12	M-----		1			\$200.00		0.00			
N 5	WXIX	08/14/12	08/20/12	King Of Queens 730P King Of Queens 730P	Comm	730-8P	MTWTF--	:30	1	\$300.00	P 5	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	--W----		1			\$300.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WXIX	08/13/12-08/19/12	King Of Queens 730P		730-8P	--W-----	:30		<del>(\$300.00)</del>		0.00 NM		
	See MG 5.3 [ryan rally coverage]													
	3	WXIX	08/22/12-08/24/12	King Of Queens 730P		730-8P	--WThF----	:15/:15		\$300.00		0.00 BK		
	Ⓜ MG for 5.1 08/15													
	Week:	08/20/12	08/26/12	M-----		1			\$300.00		0.00			
N 6	WXIX	08/14/12	08/20/12	Late News M-F Late News M-F	Comm	10-11P	MTWTF--	:30	2	\$900.00	P 5	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-T-T---		2			\$900.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	WXIX	08/13/12-08/19/12	Late News M-F		10-11P	-T-Th----	:30		<del>(\$900.00)</del>		0.00 NM		
	See MG 6.4 [LATE NEWS 11P AFTER BENGALS]													
	4	WXIX	08/16/12-08/16/12	LATE RUN M-SU		VARIOUS	---Th----	:30		\$900.00		0.00 NM		
	Ⓜ MG for 6.2 08/16													
	Week:	08/20/12	08/26/12	M-----		1			\$900.00		0.00			
N 7	WXIX	08/14/12	08/20/12	Late News Sa Late News Sat	Comm	10-11P	-----S-	:30	1	\$600.00	P 5	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1			\$600.00		0.00			
	Week:	08/20/12	08/26/12	-----		0			\$600.00		0.00			
N 8	WXIX	08/16/12	08/16/12	CINTI BENGALS PREGA CINTI BENGALS PREGA	Comm	VARIOUS	---T---	:30	1	\$500.00	P 5	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	---T---		1			\$500.00		0.00			
N 9	WXIX	08/16/12	08/20/12	CINCINNATI BENGALS CINCINNATI BENGALS	Comm	SUNDAY VARIOU	---T---	:30	1	\$3,250.00	P 5	0.00 NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	---T---		1			\$3,250.00		0.00			
	Week:	08/20/12	08/26/12	-----		0			\$3,250.00		0.00			
N 10	WXIX	08/14/12	08/20/12	News @ 7a News @ 7am	Comm	7a-9a	MTWTF--	:15/:15	2	\$500.00	P 3	0.00 BK	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-T-T---		2			\$500.00		0.00			
	Week:	08/20/12	08/26/12	-----		0			\$500.00		0.00			
N 11	WXIX	08/14/12	08/20/12		Comm	10-11P	MTWTF--	:15/:15	2	\$900.00	P 5	0.00 BK	2	\$1,800.00

Contract / Revision **808265** Flight Dates **08/14/12-08/24/12**

Hiatus Dates

Original Date / Revision 08/13/12/ 08/21/12

Order Sep 00:00:00

Advertiser **Mandel, J/US Senate/R** ProductEstimate # **2602**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Late News M-F															
Late News M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W-F--	2		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	WXIX	08/17/12-08/17/12		LATE RUN M-SU	VARIOUS		-----F----	:15/:15	\$900.00	0.00	BK				
Week:		08/20/12	08/26/12	-----	0		\$900.00		0.00						
N12	WXIX	08/14/12	08/20/12	News @ 7a	Comm	7a-9a	MTWTF--	:15/:15	1	\$500.00	P 3	0.00	BK	1	\$500.00
				News @ 7am	(8:00 AM-9:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$500.00		0.00						
Week:		08/20/12	08/26/12	-----	0		\$500.00		0.00						
N13	WXIX	08/14/12	08/20/12	30 Rock 6P	Comm	6-630P	MTWTF--	:15/:15	2	\$200.00	P 3	0.00	BK	2	\$400.00
				6-630P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T--F--	2		\$200.00		0.00						
Week:		08/20/12	08/26/12	-----	0		\$200.00		0.00						
N14	WXIX	08/14/12	08/20/12	King Of Queens 730P	Comm	730-8P	MTWTF--	:15/:15	1	\$300.00	P 5	0.00	BK	1	\$300.00
				King Of Queens 730P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$300.00		0.00						
Week:		08/20/12	08/26/12	-----	0		\$300.00		0.00						
N15	WXIX	08/14/12	08/20/12	CINCINNATI BENGALS	Comm	SUNDAY VARIOU	---T---	:15/:15	1	\$3,250.00	P 3	0.00	BK	1	\$3,250.00
				CINCINNATI BENGALS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$3,250.00		0.00						
Week:		08/20/12	08/26/12	-----	0		\$3,250.00		0.00						
Totals														25	\$17,950.00